



Innovation and the New Core: Recreating Eating Occasions

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INTRODUCTION

Scope

Key findings

What will constitute the new “core” in innovation?

NEW CONSUMER NEEDS

Pre-pandemic themes evolve, and so will innovation strategies

The path to successful innovation is enabled by several drivers

Digital acceleration: stickiness differs greatly between age groups

Changes in mobility: regulations still strict a year into COVID-19

New value equation: rises in prices still occurring

Categories where innovation is likely to fulfil pent-up demand

HOME AS THE FOCAL POINT

Continued remote working will retain some at-home consumption

UCook focuses on working women to secure growth

Value: engagement is evolving to remain relevant

Values: opportunities to appeal to various household members

Reinvention: global cuisine a window to alleviate a hunger to travel

Reinvention: retailers highlight international products

Resurrection: stagnant categories grow via at-home consumption

REBUILDING AWAY FROM HOME

Foodservice freefall has forced innovation for businesses to survive

The blurring between retail and foodservice is set to accelerate

Hot fresh bread at home is possible with a new business model

Loss in foodservice inspires portfolio growth in retail

Resurgence in meal kits is an opportunity for foodservice

Boba: from specialist store drinks to popsicles at home

CHANNEL INNOVATION

Manufacturers must prepare for continued take-home consumption

Food products fit for grocery and e-commerce channels

A convenience store’s immediate response to new challenges

Remote sales of premium options to be expected

In emerging markets, affordability and localisation remain imperative

The rise of contactless experiences

LONG-TERM GROWTH

What will be the new “core” in innovation?

Greater focus on self-care increases demand for healthy products

Value-led choices will also be applicable to the entire household

Positioning as a brand for the home and community

The on-demand delivery market will affect food more intensely

Pre-pandemic themes evolve, and so will innovation strategies

APPENDIX

About Via Online Tracking from Euromonitor International

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